



Parks and Recreation Rec Sub-Committee

Special Meeting Minutes

Monday, January 21, 2015 – 6:30 p.m.
Wylie Municipal Complex
Public Services - 3rd Floor Conference Room
300 Country Club Road, Building 100
Wylie, Texas 75098

CALL TO ORDER

Meeting began at 6:30 p.m. with Board Chairman Rose, Board Member Jones and Board Member Kinser present.

Staff members present: Parks & Recreation Superintendent, Robert Diaz and Parks Board Secretary, Janet Hawkes.

A QUORUM OF THE PARKS AND RECREATION BOARD MEMEBERS WAS NOT PRESENT FOR THIS MEETING. NO ACTION OF THE PARKS AND RECREATION BOARD SUB-COMMITTEE MEETING WAS TAKEN.

DISCUSSION ITEMS

- **Continue review of the Wylie Recreation Center Operations Budget Assessment Report and the City Council directives regarding the Report.**

Superintendent Diaz prepared a condensed version of the Recreation Center goals, broken down by short term, mid-term and long term. The first item on the list addresses designating customer service outreach (i.e. membership issues, changes, complaints, etc.) to one full time staff member, or by reconstructing positions for existing staff to accommodate this idea. The sub-committee's consensus was that adding full time staff is crucial for Rec Center productivity and marketing enhancements.

Number two, dropping the credit card surcharge for on-line program registration, will add \$10,000 to the division's expense budget but doing so could possibly enhance sales revenue as well as aide in freeing up front desk staff.

In reviewing the third and fourth items, a revamp of the one month membership to a lower priced auto renewal rate and changes to the three month pass options, Superintendent Dias suggested keeping the membership fee structure simple by removing the three month memberships altogether and replacing them with the similarly priced monthly auto renewal option.

Touching on number five, it was agreed upon that including basic fitness classes with membership passes would not be a cost effective option, and it was not really necessary due to the success of the current system in place.

Number six, a mid-term goal, addresses an approximate five percent across the board fee increase for the center every two years. Board Member Rose expressed strong concern that Wylie's fees are too close to that of surrounding City's such as Plano, who also include aquatics options that we currently do not.

In consideration of eliminating the resident/non-resident fee differential, number seven on the list, the sub-committee asked staff to provide a breakdown of the percentages for each membership to see if dropping this would have much of a bearing on revenues. One benefit to omitting this differential would be that memberships could be processed online since residency would not need to be proven.

Number eight, development of a five-year prioritized capital improvement plan, is important in helping plan and prepare budgets to include replacement of workout equipment, building maintenance such as floors and HVAC, as well as future additions to the center including aquatics and a second aerobics class room. Superintendent Diaz explained that the Municipal Complex signage additions and improvements discussed during the previous meeting is not being included in the Rec sub-committee assessment because related improvements can be done in-house by staff using general funds.

Lastly, long term goals, number nine on the list, pertains to the possibility of establishing a parks and recreation foundation wherein non-profit organizations open up for scholarships allowing less fortunate citizens to use the facility.

Superintendent Diaz advised that he will bring back to the next meeting an even more condensed goals list based on the sub-committee's preferences, a Recreation Center fee options list narrowed down to two or three choices and more specific detail of membership breakdown in regards to the resident/non-resident fee differential.

ADJOURNMENT

The meeting ended at 8:33 p.m.

ATTEST:



Janet Hawkes, Parks Board Secretary



Matt Rose, Parks Board Chairman